

Message Text

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PAGE 01 DAKAR 00629 051406Z

43

ACTION AF-05

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /013 W

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R 051045Z FEB 74

FM AMEMBASSY DAKAR

TO USDOC

INFO SECSTATE WASHDC 5748

UNCLAS DAKAR 0629

EO 11652N/A

TAGS: BFOL BEGN SG

SUBJ: WTDR SOCIETE HUSSEIN AYAD ET CIE

REF: STATE A-12206 DEC 16, 1972

STATE A-185 JAN 10, 1974

1. ADDRESS: 76, AVENUE WILLIAM PONTY, B.P. 305, DAKAR, SENEGAL.

CABLE: AYAD-DAKAR. PHONE: 323-39 AND 333-08.

OFFICERS: FAROUK AYAD, ALI AYAD AND YOUSEF AYAD.

2. LARGE FAMILY FIRM ESTABLISHED 1914, WITH ACTUAL WORKING

CAPITAL OF CFA FRF 133 MILLION (US DOLLARS 512 THOUSANDS),

EMPLOYEES 19. ACTS AS IMPORTER, AGENT AND DISTRIBUTOR OF

TEXTILES: VHTORN PRINT CLOTH YARN FABRICS, ELECTRONIC

APPARATUS, PLASTIC PRODUCTS, TOYS, ETC.

3. FINANCIAL REFERENCES: SOCIETE GENERALE DE BANQUES AU SENEGAL,

19, AVENUE ROUME, B.P. 323, DAKAR, SENEGAL; BANQUE INTERNA-

TIONALE POUR LE COMMERCE ET L'INDUSTRI AU SENEVBL (BICIS),

2, AVENUE ROUME, B.P. 392, DAKAR, SENEGAL.

TRADE REFERENCES: LOCAL FIRMS AND DAKAR CHAMBER OF COMMERCE.

4. MAJOR FOREIGN FIRMS REPRESENTED: AMPEX GREAT BRITAIN, LTD.,

ACRE ROAD, READING, BERKSHIRE, ENGLAND, ELECTRONIC APPARATUS,

TAPE RECORDERS, AGENCY ACQUIRED IN 1973; AKAI ELECTRIC CO.,

TOKYO, JAPAN, ELECTRONIC APPARATUS, AGENCY ACQUIRED IN 1973.

5. ONE OF LEADING FIRMS IN SENEGAL IN TEXTILE BUSINESS. FIRM

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IMPORTS FROM WEST GERMANY, HOLLAND, ITALY, JAPAN, FRANCE,

SOVIET UNION AND UNITED STATES. EXPORTS TO MALI AND MAURITANIA. SOCIETE HUSSEIN AYAD AND CIE. IS WELL KNOWN ON LOCAL MARKET, AND WELL ADMINISTERED BY THREE AYAD BROTHERS WHO HAVE CONSIDERABLE EXPERIENCE IN THEIR LINE OF BUSINESS. BANKING AND TRADE SOURCES REPORT THAT FIRM IS OF MAJOR IMPORTANCE, HAS GOOD FINANCIAL REPUTATION AND MEETS ALL ITS OBLIGATIONS PROMPTLY. EMBASSY RECOMMENDS SOCIETE ZYSSEIN AYAD AND CIE. AS TRADE CONTACT FOR US FIRMS.

6. DATE OF INFO: 2/74.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: STRATEGIC TRADE CONTROLS
Control Number: n/a
Copy: SINGLE
Draft Date: 05 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974DAKAR00629
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: DAKAR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740256/aaaacaci.tel
Line Count: 72
Locator: TEXT ON-LINE
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE A-12206 DEC 16, 1972
Review Action: RELEASED, APPROVED
Review Authority: kelleyw0
Review Comment: n/a
Review Content Flags:
Review Date: 04 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 MAR 2002 by bryansd0>; APPROVED <26 NOV 2002 by kelleyw0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WTDR SOCIETE HUSSEIN AYAD ET CIE
TAGS: BFOL, BGEN, ESTC, SG, (STE HUSSEIN AYAD ET CIE)
To: n/a
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005